

GRAPHIC DESIGN + UI DESIGN

# PORT FOLIO

ABBEY  
MARTINEZ

# LEVEL 2 ART DESIGN BOARD

# ZEST TECH

2022

— ‘A fresh face of technology’

Zest Tech is a fresh young brand aimed at the new generations and equipped with innovative ideas for the new digital age. The brand identity reflects its dynamic and colorful outlook, appealing to youth through bold shapes, bright colors, and modern typography.

**Brief**  
Zest Tech is a young and fast-growing technology company based in New Zealand. With fresh new and innovative ideas, the company aims to reach new horizons in the advancement of technology. The target audience of Zest Tech is the youth, who are at the beginning of a new generation and future of technology. The fun and creative aesthetic of the brand will be achieved through the use of bright colors, bold shapes, and modern typography. The final package for this brand will include the following sub-briefs: Logo, Poster, Website, and Packaging.

**Image Bank**

**Logo Concepts**

**Logo Developments**

**Final Logo**

**Poster Concepts**

**Ad Poster Concepts**

**Poster Developments**

**Final Poster**

**Website Concepts**

**Final Website**

**Packaging Concepts**

**Packaging Developments**

**Final Packaging**

**Composition**

**DESIGN TOOLS USED:**  
Adobe Illustrator, Photoshop,  
InDesign

# LEVEL 3 ART DESIGN BOARD

# ZYBERSPACE

2023

Zyberspace is a branch of Zest Tech, focussed on promoting cybersafety among youth. The design follows a similar vibrant and playful style to Zest Tech but incorporates elements that reflect safety and protection in the digital world.

**BRIEF**  
Zyberspace is a new technology and cybersecurity company for the digital age. The brand aims to create unique, creative, and fresh technology solutions for young people while promoting awareness of online safety. The target audience for Zyberspace includes teenagers and young adults who are heavily involved with the digital world. The impact the internet can have on this demographic. The brand needs to be approachable and fun, yet informative. The name feel utilizing a vibrant color palette and futuristic design. Zyberspace needs to be a brand that is easy to remember to capture young peoples' attention while effectively communicating the message of staying safe in the digital world of the internet. The marketing package for this brand will include: Logo, Branding, Tote Bag, Flyer, Brochure, Website, Zine, Clothing print, Social media post/GIFs.

**ASSETS**

**COLORS**

**TYPEFACE**

**ZYBERSPACE**

**LOGO CONCEPTS**

**LOGO DEVELOPMENTS**

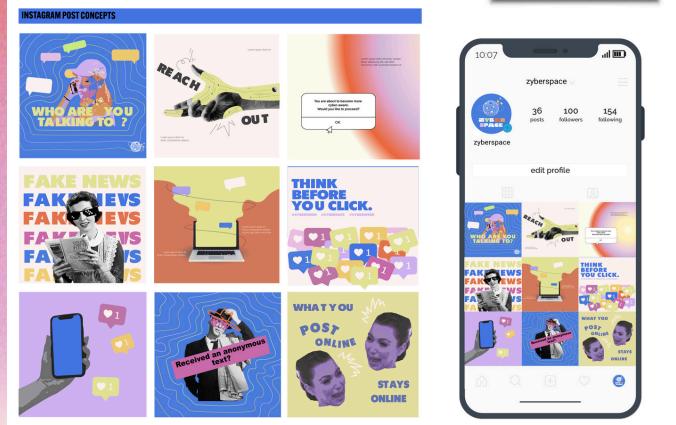
**FINAL LOGO**

**POSTER CONCEPTS**

**REFINEMENTS**

**FINAL POSTER**

**POSTER DEVELOPMENTS**



**DESIGN TOOLS USED:**  
Adobe Illustrator, Photoshop,  
InDesign

# TUCKSHOP APP

2022

To address the need for a more efficient and user-friendly way to manage school tuckshop orders, I developed the School Tuckshop App. This app aimed to streamline the ordering process for students, staff, and parents, providing an easy-to-use interface to view menu items and receive real-time updates from the tuckshop. It also allowed the tuckshop admins to add and change menu items and specials for the day.

## KEY FEATURES

- Menu Display: Browse available tuckshop items with descriptions and prices
- Updates Page: See real-time updates from the tuckshop (e.g., menu items sold out).
- Admin Management: Admins can add, update, and manage menu items and specials.
- Info Page: Provides additional information about the tuckshop and its operations.

The screenshot displays the mobile application interface for the School Tuckshop. On the left, the 'Home' screen features the Marist College Tuckshop logo and navigation links for 'Menu', 'Preorder', and 'Information'. The central part of the app shows the 'Menu' section with categories like All, Drinks, Sweets, and Savoury, each listing menu items with their descriptions and prices. To the right is the 'Preorder' section, which includes fields for selecting the number of items and choosing specific menu items. At the bottom of the preorder screen are 'Pay later' and 'Pay now' buttons. The far right sidebar contains sections for 'OUR TUCKSHOP' (showing soda cans), 'GENERAL INFO' (with placeholder text), 'FAQS' (with a question about opening hours), and 'Updates' (listing recent events like the tuckshop closing for the week or butter chicken being the special dish).

Link to Github Repo: <https://github.com/Tech-A/tuckshop-app>

## TECHNOLOGIES USED

Frontend: React Native

Backend: Firebase (for user authentication, order management, and admin features)

UX Design: Adobe XD

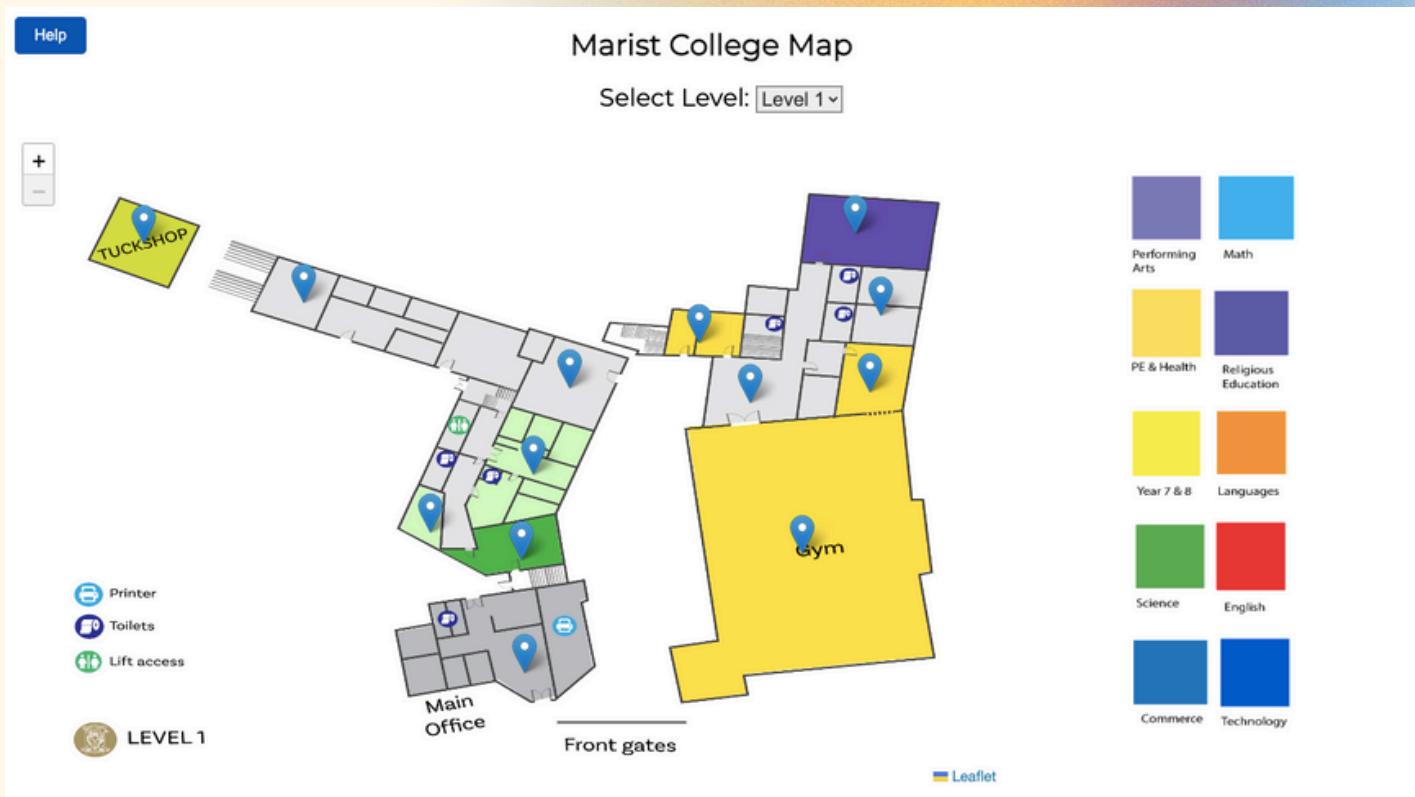
# INTERACTIVE SCHOOL MAP

2023

Seeing a need in my school, which at the time relied on static maps posted around the school that were generally difficult to navigate, I sought out to find a digital solution in the form of an online interactive school map. The aim of this project was to make it easier for students, staff, and visitors to navigate the school through a clearer and more user-friendly interface.

## KEY FEATURES

- Interactive map interface
- Map markers with room info
- Colour key for different subjects
- Help function
- Zooming and Panning capabilities



Link to Github Repo: <https://github.com/Tech-A/SchoolMap>

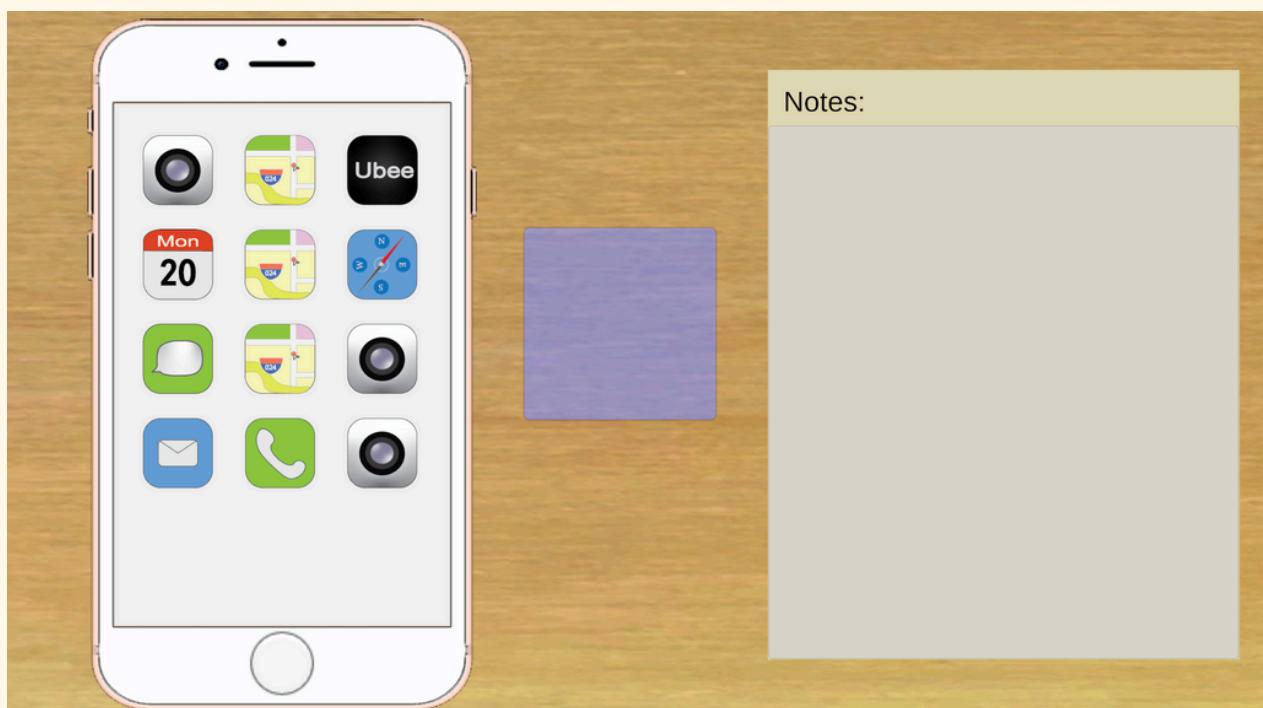
## TECHNOLOGIES USED

Frontend: HTML, CSS, JavaScript  
Map Integration: Leaflet JS  
Map Design: Adobe Illustrator

# OLD WAYS

2024

Old Ways is an interactive fiction game I developed with a team during the KiwiJam Hackathon. Built in Unity using C#, the game puts players in a detective-like role as they help their granddad find his old address by searching for clues on his vintage phone. I designed the game's sprites, illustrations, and cover art in Adobe Illustrator, contributing to the nostalgic yet immersive atmosphere.



Play the game here!: <https://gamer-a.itch.io/old-ways>

## TECHNOLOGIES USED

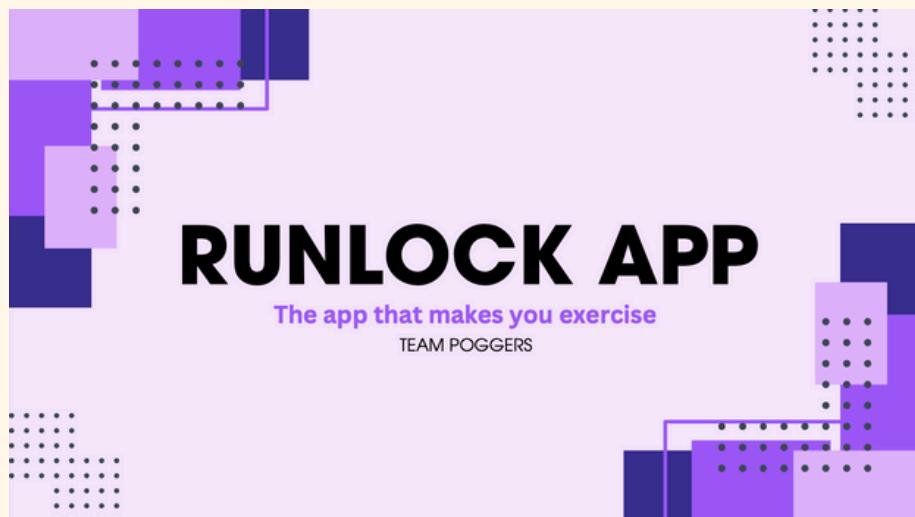
Frontend: C#, Unity

Game illustration: Adobe Illustrator

# RUNLOCK APP

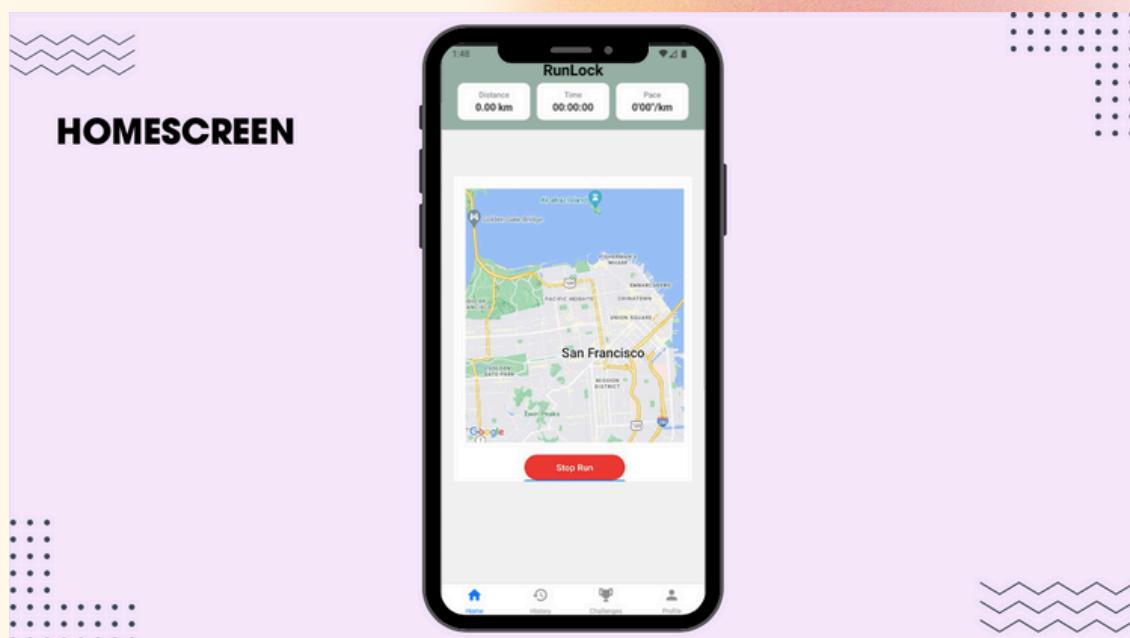
2024

RunLock is an innovative app I developed with a team during the GDSC Hackathon, where we placed third overall. The app motivates users to exercise by locking them out of certain apps, like games or social media, until they walk a specified distance. I designed the user interface using Figma (for UX planning) and React Native, focusing on a clean and intuitive layout to enhance user experience. The design is simple and motivating, making it easy for users to track their progress and stay active. Additionally, I used Canva to design the presentation slides, ensuring a visually engaging and cohesive presentation.



## TECHNOLOGIES USED

Frontend: React Native  
APIs: Google Firebase,  
Google Maps



Link to presentation slides:

[https://drive.google.com/file/d/1ibOM6zfQtWeH9Rhh5nChigkf\\_vXluNDD/view?usp=sharing](https://drive.google.com/file/d/1ibOM6zfQtWeH9Rhh5nChigkf_vXluNDD/view?usp=sharing)